

Renee Apelo – Project Case Study Draft

(GDS-085) – 3/27/2025

About Me:

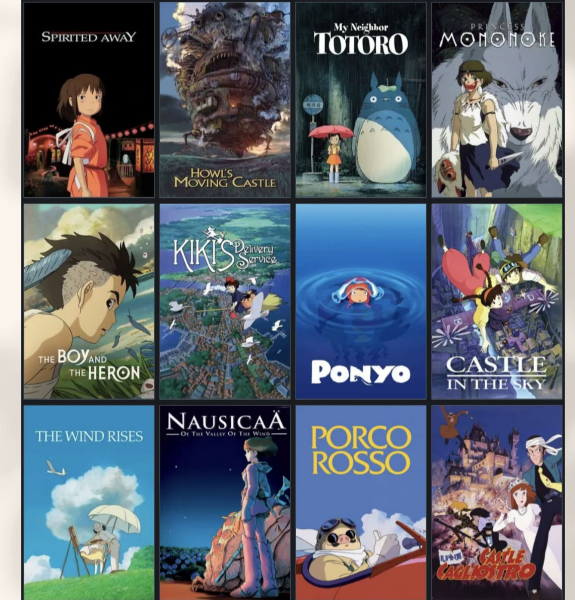
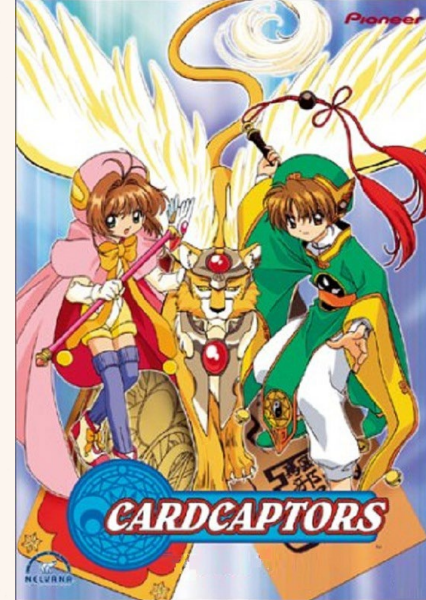
I am a graphic designer who has a passion for anime and manga character design and animation, exploring typography, digital images, and page layout. I always strive to learn new designs, skills, and tasks. My hobbies and interests include anime-inspired drawing, traveling, nature walks, and trance music.

Problem

American entertainment market for modern Magical Girl-style anime-inspired characters and stories is not yet fully developed just in Japan. I aim to contribute to this segment of the market.

Goal

I want to create original, professional-quality cartoon and anime-inspired characters for family-friendly productions, such as the examples below.



Target Audience

My target audience is children and adults interested in original anime-inspired cartoon animations.



Research

Many of my original characters, such as Marina Nanami, are inspired by actual anime and manga series, such as Precure and Dragon Ball Z.

I like to incorporate influences from Western animation's unique blend of storytelling and visual style. Japanese anime and manga styles can vary widely. Still, some common ones include shonen (for boys), shoujo (for girls), seinen (for mature men), josei (for mature women), chibi (cute, minor characters), kawaii (cute aesthetic), realistic, and more (exaggerated cuteness), with each style often distinguished by character design, level of detail, and the themes of the story depending on the target audience. Exaggerated features: Large, expressive eyes, small mouths, and simplified noses to convey emotions effectively.

Explorations

Over the years, I sketched and made rough draft/concept art versions of my original characters and the future official RFART419 logo.



Miss Ladybug



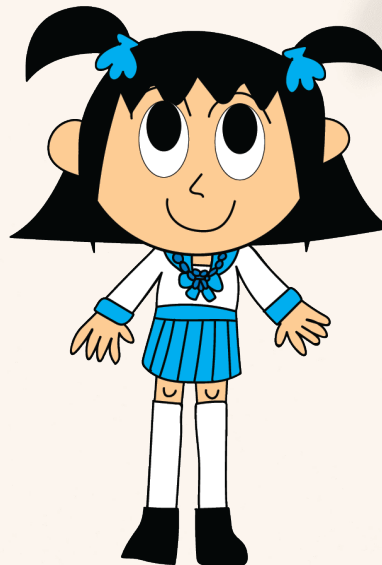
Hiker Boy



Bigfoot



Design Iterations and Tests



Final Solution and Impact

Over the years, I made multiple versions of my original character, resulting in Marina Nanami. The resulting character reflects the Japanese anime style for cuteness, cute aesthetics, and exaggerated features: Large, expressive eyes, small mouths, and simplified noses to convey emotions effectively.



Marina Nanami a.k.a. Marine Pearl

Reflection

I learned that Japanese anime and manga styles can vary widely. I want to focus on a style that can be distinguished by character design, level of detail, and the story's themes, depending on their target audience.

Thank You

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